



West Valley City National Night Out: America's Night Out Against Crime August 2014

Throughout the month of August, West Valley City will join thousands of communities nationwide for the 31st annual National Night Out crime and drug prevention program. In 2013 we estimate that over 10,000 residents participated in events sponsored by the City or held in neighborhoods. The City sponsored, planned and hosted four safety fairs held throughout the month. Forty-one known block parties were held in various neighborhoods around the City. Finally, the City was involved in multiple neighborhood watch meetings, trainings and public speaking engagements. For TEN consecutive years the National Association of Town Watch has recognized West Valley City as a National leader for communities with populations between 100,000 - 299,000.

2014 planning includes:

| | | | |
|-----------------------|-----------------------------|----------------------------------|----------------------|
| Monday, August 4 | Kickoff Event & Safety Fair | Utah Cultural Celebration Center | 5:30 to 8:00 pm |
| Tuesday, August 5 | Neighborhood Block Parties | Locations vary | Times vary |
| Fri & Sat Aug 15 & 16 | Police Safety Fair | Valley Fair Mall | 1:00 to 6:00 pm |
| Monday, August 18 | Family Safety Fair | Family Fitness Center | 4:00 to 6:00 pm |
| Tuesday, August 19 | Senior Safety Fair | Harman Senior Recreation Center | 11:00 am to 12:00 pm |
| Wednesday, August 20 | Community Seminar | City Hall | 6:30 to 8:00 pm |
| Wednesday, August 20 | Police Chief Community Mtg. | PD Westsubstation | 7:00-9:00 pm |
| Thursday, August 21 | Neighborhood Block Parties | Locations vary | Times vary |

Other events, meetings and appearances as requested.

2013 was an amazing year. Community sponsors graciously stepped forward to support these events making this West Valley City tradition even stronger! With continued support of community-conscious sponsors, the West Valley City National Night Out program will provide meaningful crime prevention education opportunities to the residents of West Valley City. In the following pages of this sponsorship packet you will find detailed information about how you, as a sponsor, can receive maximum benefits and exposure.

If you have any questions or require assistance, please do not hesitate to contact me.

Sincerely,

Craig D. Thomas
West Valley City, Director of Neighborhood Services
(801) 963-3285
craig.thomas@wvc-ut.gov





HELPFUL INFORMATION ABOUT WEST VALLEY CITY

Target Audience:

- ALL residents of West Valley City

Goals:

- Heighten crime and drug prevention awareness;
- Generate support for, and participation in, local anticrime programs;
- Strengthen neighborhood spirit and police-community partnerships; and
- Send a message to criminals letting them know that neighborhoods are organized and fighting back.

West Valley City Demographics:

- 133,617 citizens, Utah's second-most populous city (2013 estimate)
- 43,656 households (2013 estimate)
- 50.4% male; 49.6% female (2010 Census)
- Median age: 30.6 years old (2013 estimate)
- 54.7% of the population is married (2013 estimate)
- 53.7% of the population is Caucasian, 33.1% of the population is Hispanic or Latino, 4.9% is Asian (2010 Census)
- Median household income is \$62,895 (2013 estimate)

Estimated Outreach (difficult to estimate attendance and impact at Valley Fair Mall event):

- 2011 - 6,000 to 8,000 residents
- 2012 - 8,000+
- 2013 - 10,000+
- 2014 - 12,000+ (goal)

Admission Cost:

- ALL events are FREE

Websites of interest:

- www.wvc-ut.gov/nno
- www.wvc-ut.gov/neighborhoods
- www.natw.org





2014 SPONSORSHIP LEVELS

PLATINUM LEVEL SPONSOR \$2,500

- Logo included on five sponsors banners located throughout West Valley City
- Logo included on sponsors poster at ALL events and block parties
- Table at Kick-off and Police Safety Fair events
- Handout of any promotional materials/coupons in block party event packets (due 07/15)
- Logo and link on the sponsor web page

GOLD LEVEL SPONSOR \$1,000

- Logo included on sponsors poster at ALL events and block parties
- Table at Kick-off and Police Safety Fair events
- Handout of any promotional materials/coupons in block party event packets (due 07/15)
- Logo and link on the sponsor web page

SILVER LEVEL SPONSOR \$500

- Table at Kick-off and Police Safety Fair events
- Logo and link on the sponsor web page

BRONZE LEVEL SPONSOR \$100

- Logo and link on the sponsor web page

NOTE: Due to necessary deadlines for ordering products, Platinum Level sponsorship may not be available after **June 15, 2013**.





WEST VALLEY CITY

Unity Pride Progress

Office of Public Relations & Neighborhood Services

2014 SPONSOR INFORMATION FORM

Sponsor Name:

Sponsor Address:

Sponsor Website:

Sponsor Contact:

Contact Email:

Contact Phone Number:

Contact Cell Number:

Type of Sponsor: ☐ Corporate ☐ Family ☐ Individual

Donation Level: ☐ Platinum ☐ Gold
☐ Silver ☐ Bronze

Payment Method: ☐ Check (made payable to West Valley City: National Night Out)
☐ In kind donation (please describe market value)

PROVIDE LOGO IN PDF, JPG and EPS Vector formats AT TIME OF PAYMENT.

Please send completed information form, payment and logo to:

West Valley City
attn: Craig Thomas
3600 South Constitution Boulevard
WVC, UT 84119

